

Human-Centered Security

L Jean Camp

New Kinds of Vulnerabilities

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- New participants
- No literacy or tech abilit assumptions
- Complex interactions





DOWNLOAD THE FREE AUDIOBOOK

Calmer dogs. Happier dogs. Seriously.

In our recent study, 3 out of 4 dog owners reported a positive change in their dog's behavior after playing an Audible book for their dog.*

Download the audiobook >

+ An Attacker

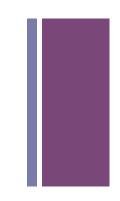
- Uses your fridge to steal the password to your Google Calendar
- Learns when you will be home
- Sets fire to your house
- Causes your door locks to trap you inside
- Watches you from your webcam as you and your loved ones call for help
- And blocks those calls with a DDoS

+ Happily

■ No one is that evil.







+ Sadly

That is the state of the market

Why?

Why the Lack of Securty?

- ■It's not war
- ■It's business

*Why Not Demand Security?

- ■People do not care about the risk
- ■People do not know about the risk
- ■People know and care

Why Not Improve?

- People do not care about the risk
- They need incentives & economics
- People do not know about the risk
- They need risk communication
- People know and care
- They require usable technology

People Don't Care

It's the economy

Solve the problem by redefining it as an economic challenge. Change the game.

*Mobile Lemons

- Resource management
 - Real time resource requests
 - Machine learning revealed preferences
- Moment of purchase
 - Benefit information
 - Community ratings
- Previously
 - Permissions manifest





- Integrates mobile interactions
- Permissions information only on app
- No security or privacy information at moment of purchase
- Limited interoperability information

■ No source of personalized systems risk information

+ Risk Information

- Security is a risk
- Privacy is a risk
- It is a risk where the seller has complete information
- The buyer cannot distinguish between low risk & high risk

*What is a Over Privileged?

- No value in most over privileging
 - Not behavioral advertising
- Only costs
- No benefits
- No data use



+ Permission Types

- Normal
 - Defined as being harmless
- Dangerous
 - Spending money
- Signature/Systems
 - Only to apps signed with device manufacturers permission

+ Permissions Demystified

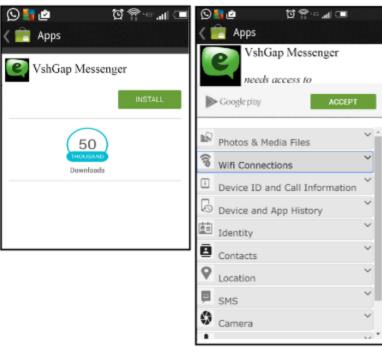
- Android permissions inadequate to map to functionality for developers
- Over privileging
 - Over one third are over-privileged
 - Many requested inoperable permissions

+ Measures

- Applications are designed to belong to 8 different types based on
 - Download count
 - Rating (benefit)
 - Risk (permissions)
- Select four per category

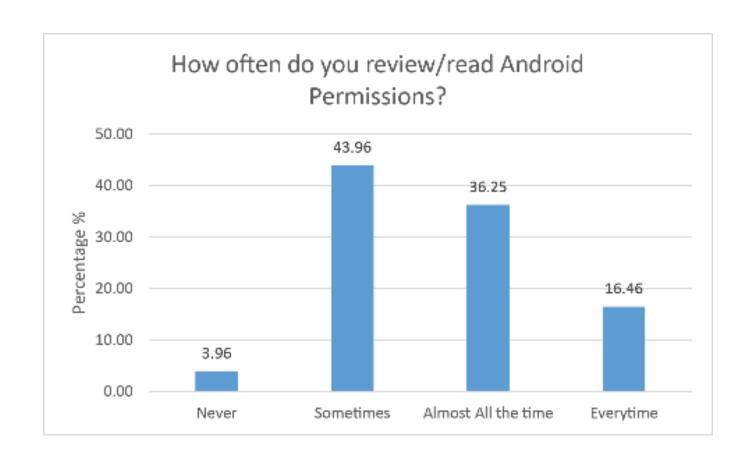
+ MTurk



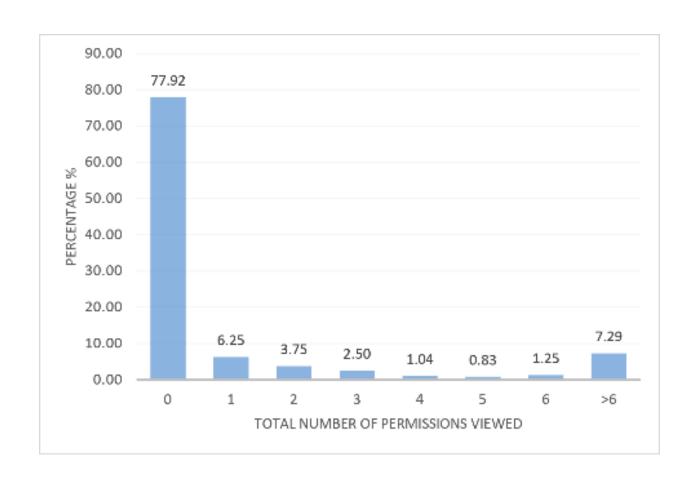


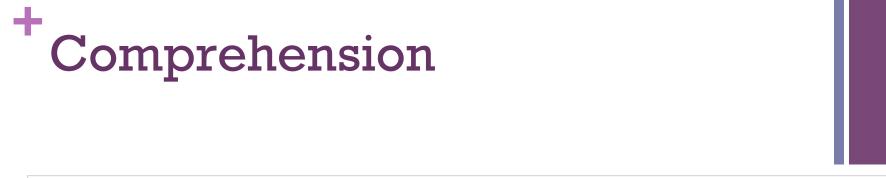
+

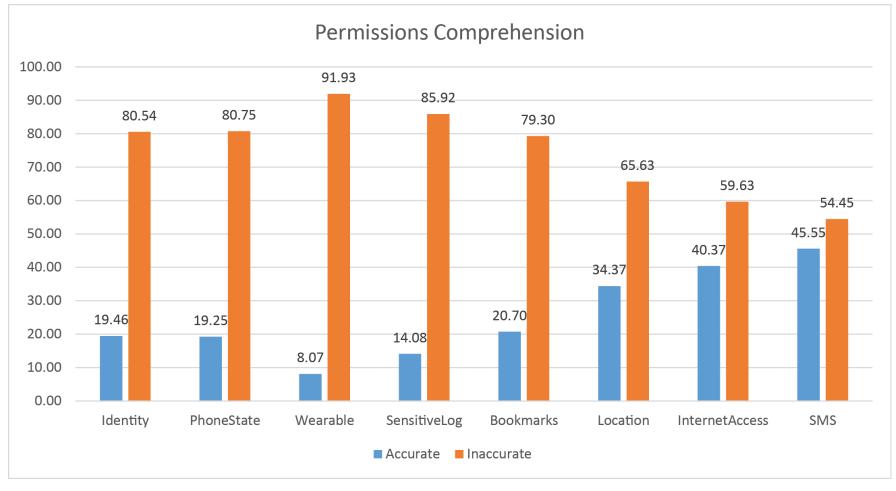
Expressed Preferences



+ Revealed Preferences



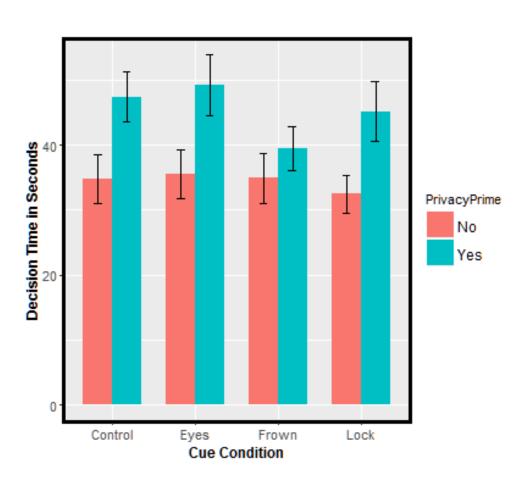




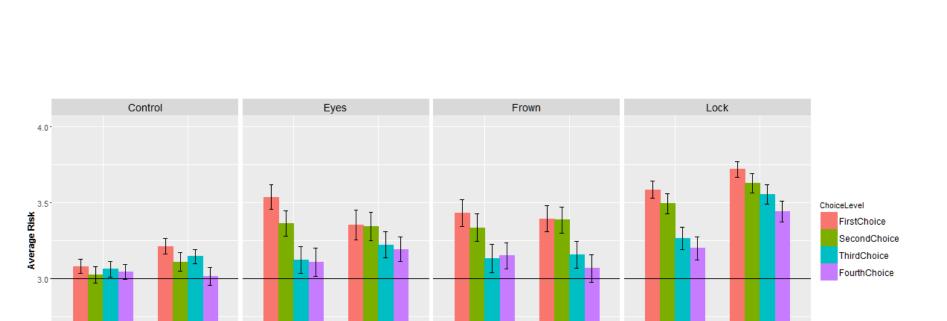
+ Procedure

- Amazon MTurk
- Two groups
 - Privacy survey for priming purposes
 - No privacy survey
- Four groups choose apps
 - Control, social signals, risk signals, privacy signal
- Questionnaire at the end
 - Permission use and comprehension
 - Demographics

+ Decision Time

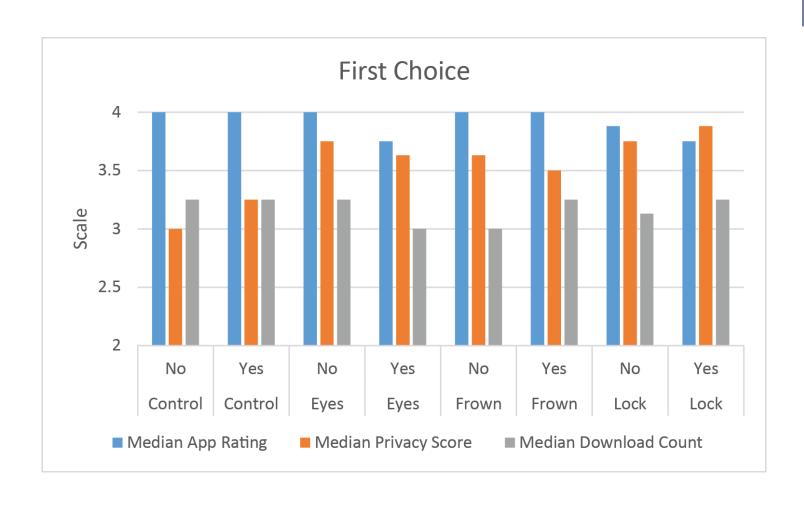


Mean Privacy Rating Higher is More Privacy

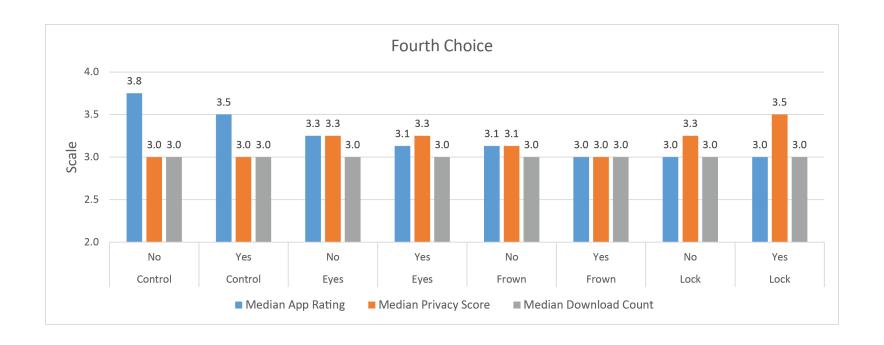


Privacy Primed

Easy Choices

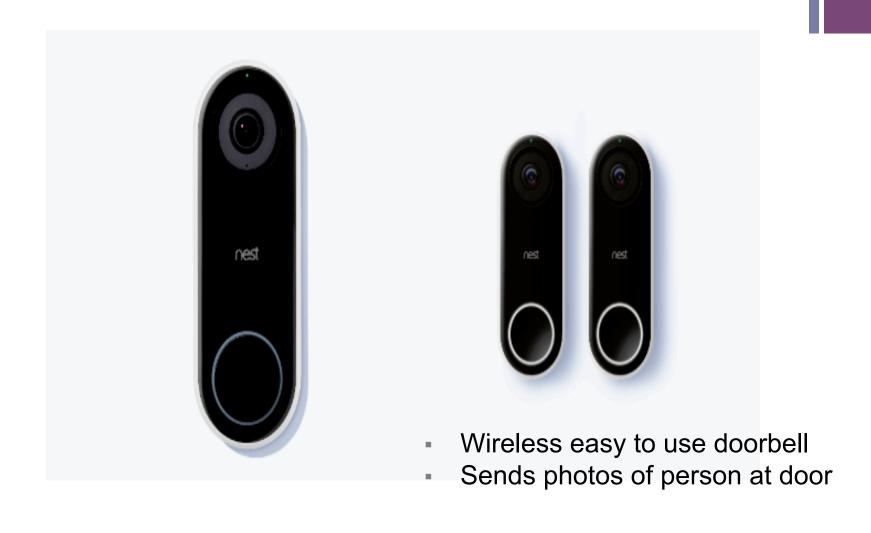


With Trade Offs

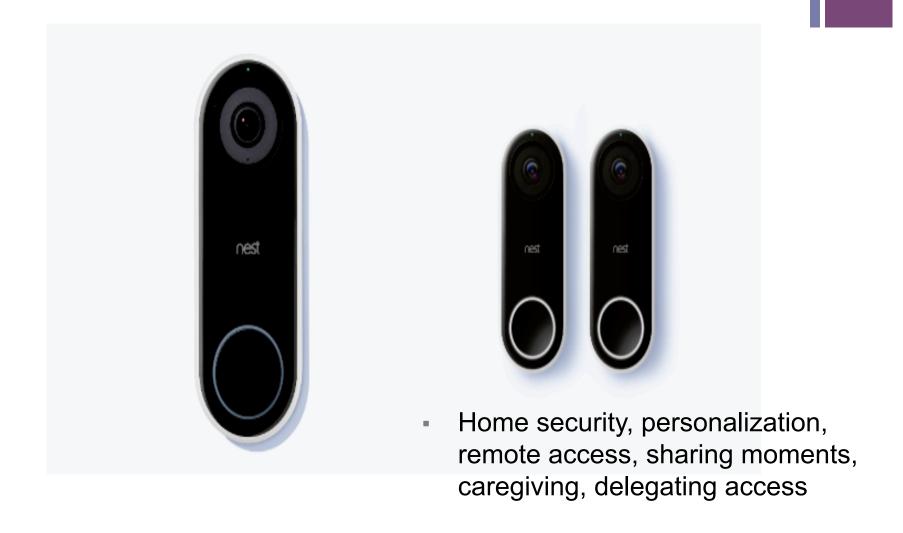


How many of you read privacy policies?

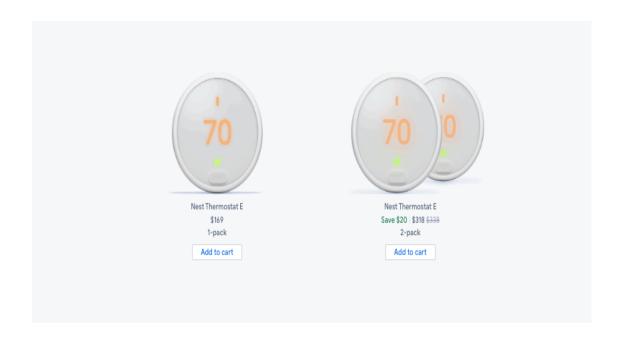
⁺Consider a Doorbell



⁺It's Actually Complicated

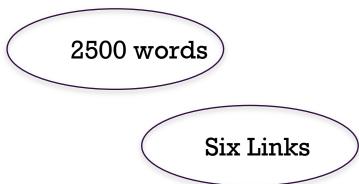


+ Example of Multiple Services





⁺Privacy Policy and Data Use



- privacy and security principles
- how our connected home devices and services work
- <u>Learn more</u> about sensors in our devices.
- Google settings to control the ads you see,
- earn more about the Google Assistant and the choices available to you <u>here</u>.
- Google's <u>Privacy Policy</u> (~4000 words)

⁺Voice, Video, Face Recognition

- Next Hub Max
 - Next Cam
 - Face Match
 - Quick Gestures
- Nest Aware
 - Stores video associated with your Google Account

+

Exploring Modular Privacy Policies

Modular Facebook Privacy Policy

Agree to only those services you require and unnecessary data will not be collected

Agree to use all Facebook services

By selecting this, you agree to use all the services offered by Facebook and agree to allow collection of all related data for offering these services.

Agree to use basic Facebook services

By selecting this, you agree to use all the basic services offered by Facebook and agree to allow collection of all related data for offering these services.

The following services qualify as basic services and user needs to agree to use the Facebook Platform

- Collection of any data provided by the user. (Birthdate, School/College/University, occupation, Gender etc.)
- . Collection of activity data related to the user which involves commenting, liking and sharing of posts

+ Per Service Privacy Policy

- Reduce information asymmetry through awareness
- Allow flexibility in user choice
- Enable control over information

+ Privacy Could be a Real Peach



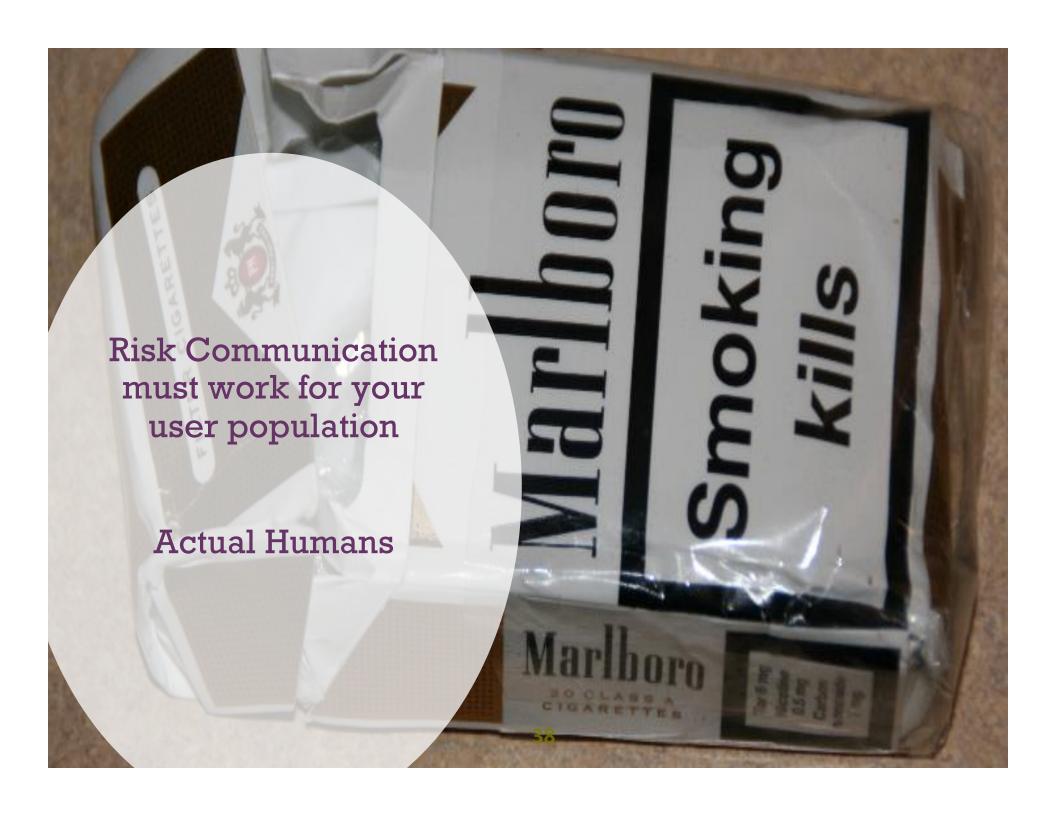


But People Must Be Able to Pick



Risk Communication

Solve the problem creating useful, timely, actionable risk communication



Design for Humans Requires Designing for Humans

Smoking is a factor which contributes to lung cancer. Most cancers that start in lung, known as primary lung cancers, are carcinomas that derive from epithelial cells. Depending on the type of tumor, so-called paraneoplastic phenomena may initially attract attention to the disease. In lung cancer, these phenomena may include Lambert-Eaton myasthenia syndrome (muscle weakness due to auto-antibodies), hyperkalemia, or syndrome of inappropriate antidiuretic hormone (SIADH). Tumors in the top (apex) of the lung, known as Pancoast tumors, may invade the local part of the sympathetic nervous system, leading to changed sweating patterns and eye muscle problems (a combination known as Horner's syndrome) as well as muscle weakness in the hands due to invasion of the brachial plexus.

Warnings for the average user miss half your population

+ Security is Risk

Risk Perception and Communication Unplugged: Twenty Years of Process 1995

Baruch Fischhoff

+ Goal of Risk Communication

Change behavior

- All we have to do is show them that they've accepted/ rejected similar risks in the past
- All we have to do is show them that it's a good deal for them

Create a Partnership

■ The right coverage for the right context

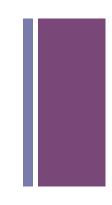


+ First Identify Risk



- White list/black list
 - Domain names, certificates, scripts, networks
- Reputation
 - Domain names: familiarity, history, linear over time
 - Certificates: decision tree with observation & attributes
 - Scripts: familiarity, publisher
 - Network connection: familiarity, polities

+ Second, Communicate Risk



- Model users
- Communicate mental models
- Be nice















Third, Enable Risk Mitigation

- High Risk
 - No action
- Medium Risk
 - Domain names, Certificates
 - Script
 - Block black list
 - Block categories
 - Networks
 - Warn unencrypted

Use mental models End to end risk measurement

Low Risk

- Domain names, Certificates
- Script
 - Block all but white list
 - Blocked images, plug-in, videos, redirects, JavaScript
- Networks
 - No passwords unencrypted



Empower Informed Choice

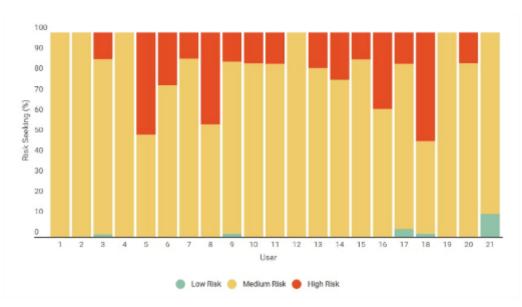
- The communication is the control
 - Simple controls
 - For one person one button was too much!



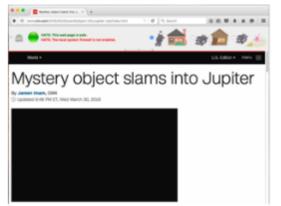




- Changed human behavior: Cumulative Risk Reduction
 - Most people changed settings
 - Browsed at different risk level
 - Large number of scripts blocked, certs rejected
 - Settings recalled at per-site basis



+ Clear Risks & Benefits









I am the pig. That Pig is dead.

+ Communicate Risks & Benefits

- ■In a manner that aligns with the mental model of the communication recipient
- Easy to process
- Create an emotional response



Create Benefits



- Requirements
 - length, control, caps, #'s
 - Reduced reuse risk
 - High account capture risk



- Requirements
 - Shorter password
 - Increased reuse risk
 - Moderate capture risk



- Requirements
 - PIN
 - High PIN reuse risk
 - Low capture risk

Create Benefits

+ Physical Space Mental Model



+ Bodily Risk Mental Model





People Just Can't

Usability

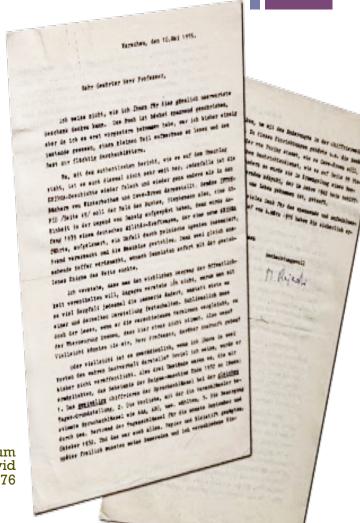
Solve the problem by empowering people to protect themselves

+ Usability Is Not New

1939: three circumstances that enabled them to solve ENIGMA.

- 1. Double encoding of the message key
- 2. The cryptographers' preference for certain specific message keys such as AAA, ABC, etc.
- 3. General Bertand's acquisition of the daily key for the months of September & October 1932

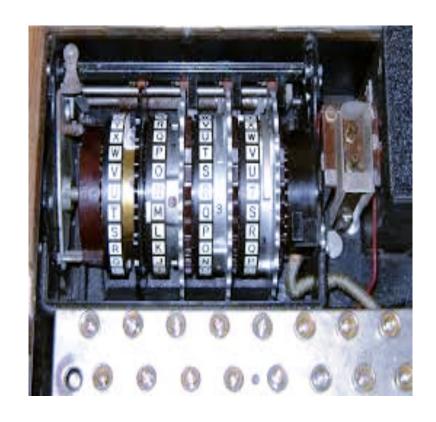
Courtesy National Cryptologic Museum Letter from Marian Rejewski to David Khan May 10, 1976

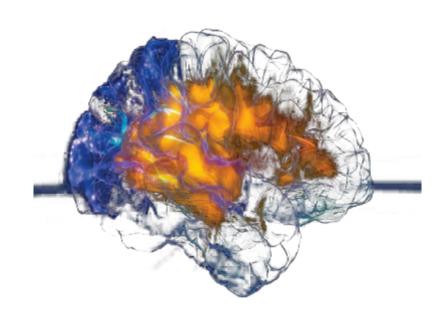


People Change Slowly

- 2015: Most popular Ashley Madison passwords
 - 123456
 Coming in at 120,000 users (~1%)
 - 1234 With 48,425
 - 1234567, 12345678, 123456789 Also in top ten

The Human Interface Will Remain a Challenge





Use What We Have

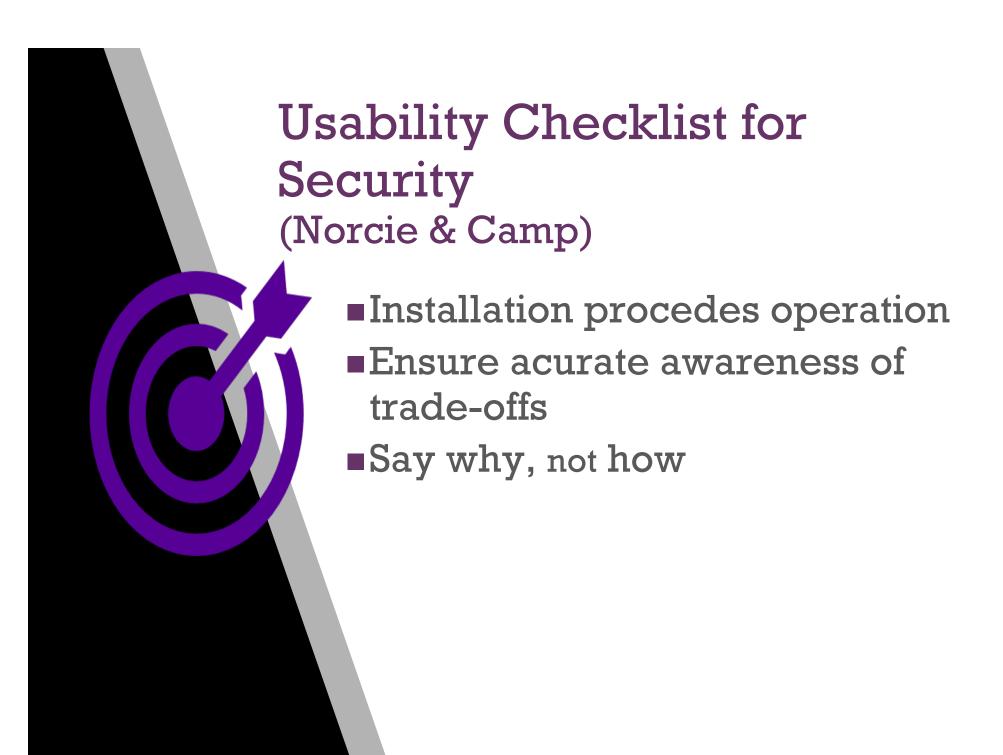
- Providing the technology is not enough
- Communicate why, then how
- ■We have methods, use them!
 - Risk communication and rewards
 - Usability design guidelines and evaluations
 - Treat people as participants



Usability Checklist (Molich & Neilson)

- Simple, natural dialogues
- ■Speaker the user's language
- ■Minimize the memory load
- ■Be consistent
- ■Provide Feedback
- Clearly Mark exits
- Shortcuts
- ■Good error messages





+ Multilayer Solutions

- Identify Risk
 - Human watchers in the loop
 - Combine large scale with local
- Mitigate Risk
 - Limit centralized trust
 - Prune roots
 - Trust your history
- **■** Communicate risk
 - Empower people so they can avoid risk

Don't Look At Averages

- Design for the most vulnerable
 - Targeting an average user misses half by design
- Watch vulnerable communities
 - Vulnerabilities often occur there first
 - Gamergate was a test run
 - Solutions for stressed people

*Build for Busy People

- ■Respect cognitive limits
- ■Say why, not just how
- Create good defaults
- ■Respect and learn from failures

⁺The Cue Matters

- Losing Eyes & Emoticons
 - First and second choices there is evidence
 - More eyes was worse
- Gaining Locks
 - More consistent effect
 - Stronger effect of priming on first and second
 - In the same order as benefits

*Modified Play Store

Google Korean Input Google Inc.	Update
Google Pinyin Input Google Inc.	Update
Hangouts Google Inc.	Update
Chrome Browser - Google Google Inc.	Installed
Gboard - the Google Keyboard Google Inc.	Installed
Google	86666

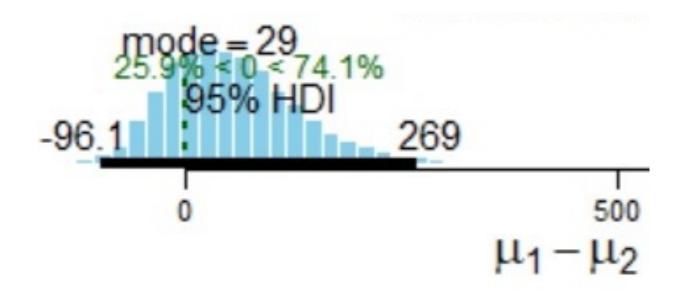
+ Actual Store Values

- Is our group the same?
 - Same function, same risk
- Is it just the pictures?
 - Different function, same risk
- Do people care at all?
 - Same function, different risk
- What if it mattered?
 - Different risk, different function

+ Same, Same ... Same

Play Store Rank and App Name	Downloads	Locks
 Super-Bright LED Flashlight 	38	5
Color Flashlight	34	5
2. Tiny Flashlight + LED	26	5
4. Brightest Flashlight Free	20	4
Flashlight Galaxy S7	16	5
Flashlight Galaxy	16	5
Brightest LED Flashlight	15	5
Flashlight	12	5
High-powered Flashlight	11	5
Flashlight Widget	7	5
7. FlashLight	6	5
13. Flashlight for HTC	5	5
8. Flashlight	3	5

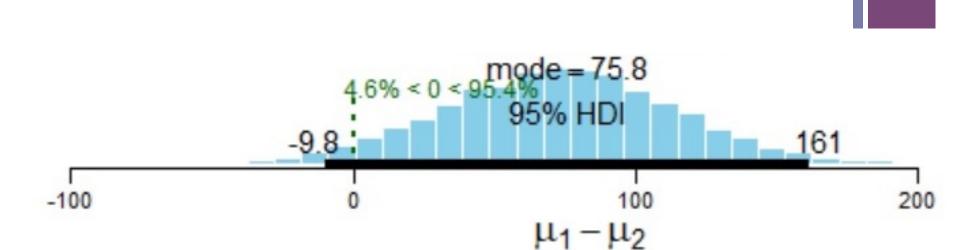
+ The Same



+ Different risks

Play Store Rank and App Name	Downloads	Locks
1. Weather - The Weather Channel	40	4
AccuWeather	31	5
Yahoo Weather	27	5
MyRadar Weather Radar	27	5
11. Weather Underground	19	5
6. Weather by WeatherBug	16	3
4. Weather & Clock Widget Android	14	4
Transparent clock & weather	11	3
NOAA Weather Unofficial	7	4
Weather Project	5	1
8. Weather, Widget Forecast Radar	3	4
Weather Project	2	1
13. iWeather-The Weather Today HD	2	1
3. Go Weather Forecast & Widgets	5	4
9. Weather	1	4

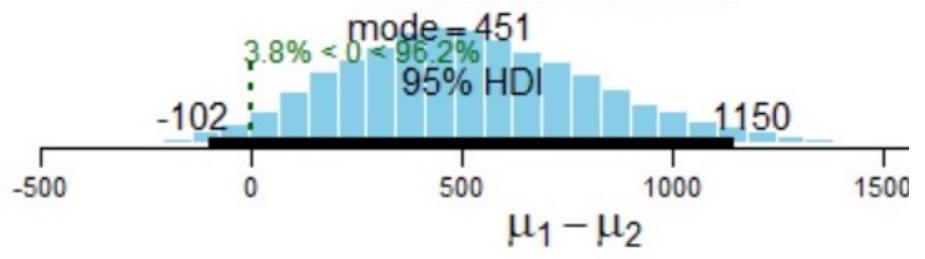
Different Risks: Weather



+ Different Functions

Play Store Rank and App Name	Downloads	Locks
1. Google Photos	39	5
8. PhotoDirector Photo Editor App	25	5
5. Photo Lab Picture Editor FX	24	5
9. Gallery	23	5
4. Photo Editor Pro	20	5
11. A+ Gallery Photos & Videos	19	5
5. Photo Collage Editor	17	5
3. PhotoGrid & Photo Collage	15	5
10. Toolwiz Photos - Pro Editor	13	5
6. Photo Editor Collage Maker Pro	9	5
2. PicsArt Photo Studio & Collage	3	3
7. Phonto - Text on Photos	1	5

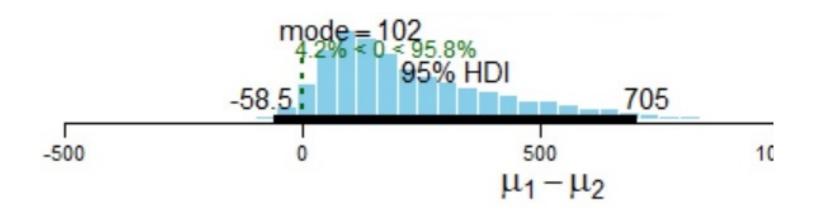




+ Very different: Games

Play Store Rank and App Name	Downloads	Locks
2. Fruit Ninja Free	39	5
Subway Surfers	23	5
8. Super Smash Jungle World	22	5
5. PAC-MAN	20	5
13. Wheel of Fortune Free Play	16	5
7. Color Switch	15	5
4. Piano Tiles 2™	15	5
3. slither.io	12	5
6. Rolling Sky	11	5
9. Block! Hexa Puzzle	4	5
10. Flip Diving	3	1
16. Battleships - Fleet Battle	2	5
Snakes & Ladders King	2	5
13. Board Games	1	5
14. Best Board Games	1	5
12. Checkers	1	5
15. Mancala	1	3

+ Different, delta: Games



+ Weighted Means

- Is our group the same?
 - Likely
- Is it just the pictures?
 - Unlikely
- Do people care at all?
 - Likely
- What if it mattered?
 - Still likely



IoT

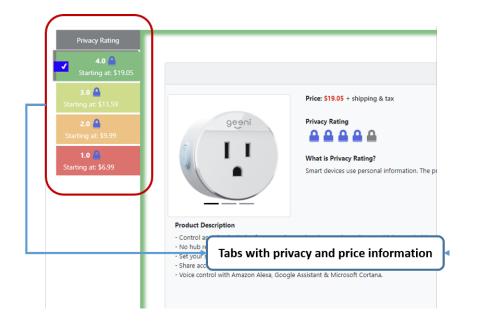
It's Obviously Terrible

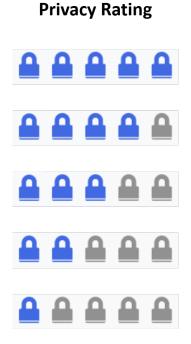
Give people controls they can understand and trust, for the privacy and security they want

+Consumer Demand

- Address all three components
 - a usable interaction
 - with risk information
 - that leverages economic behaviors

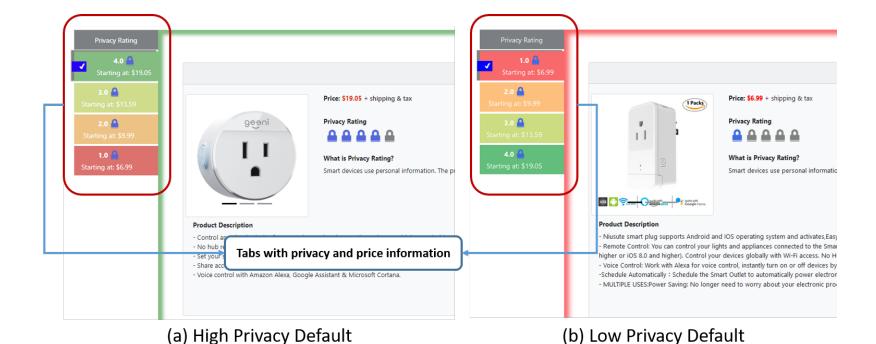
+ Usable Information







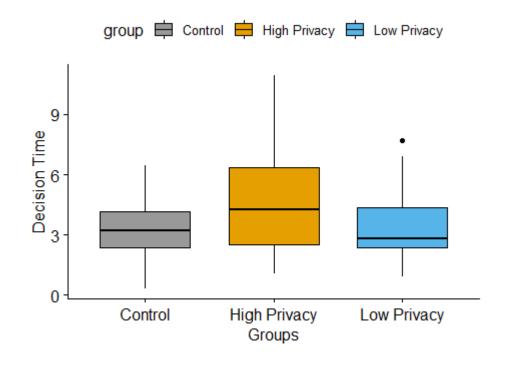
+ Endowment Effect





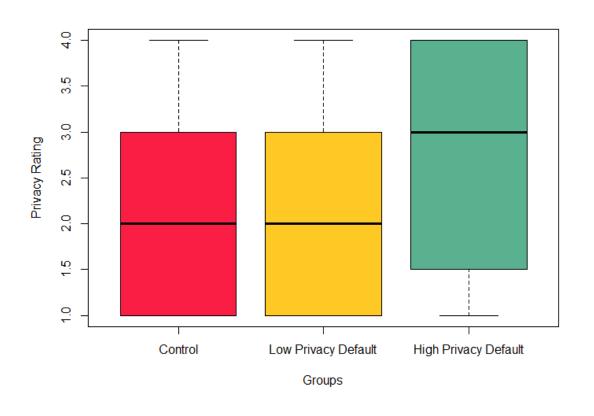
Easy to Use Information





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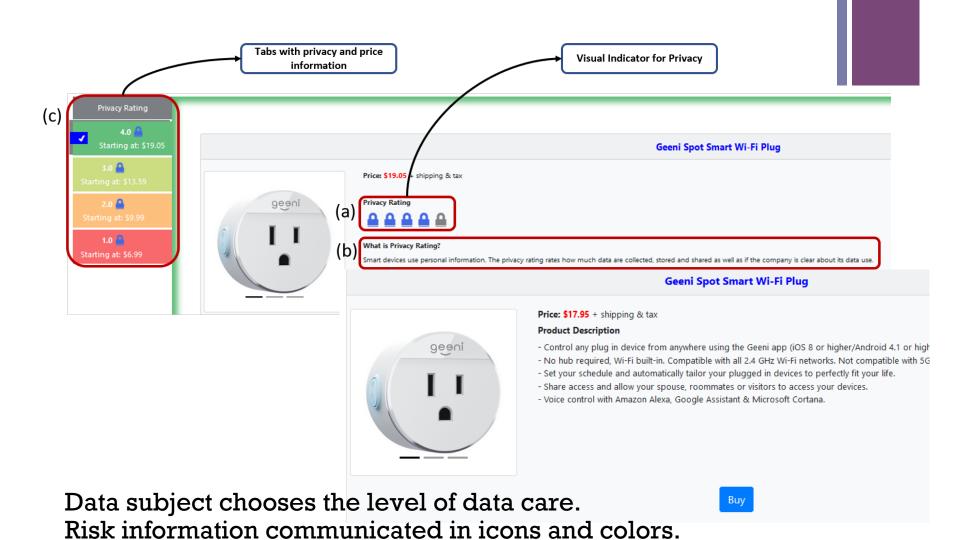
Address All Three Dimensions



Why What How

+ Address All Dimensions

Easy to choose less risk



+ Security in IoT Major Stakeholders









+ Security in IoT Major Stakeholders



















Security is Risk

Usablesecurity.net My Opinions Only



Making security that fits the user & the occasion

+

Some Economics Papers

- K Benton, Martin Swany, and Jean Camp, Preventing Data Exfiltration via Political and Geographic Routing Policies
 Telecommunications Policy Research Conference (Arlington, VA) 30 Sept. 2 October 2016
- Zheng Dong, Kevin Kane, Siyu Chen, and L. Jean Camp, The New Wildcats: High-Risk Banking From Worst-Case Certificate Practices Online, Journal of Technology Science, April 2016
- P. Morano, L Jean Camp, Macroeconomic Analysis of Routing Anomalies, TPRC, (Arlington, VA) 2016.
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- V. Garg & L. Jean Camp, End User Perception of Online Risk Under Uncertainty, Hawaii International Conference On System Sciences, (Manoa, HI) 4—7 January 2012.
- J. Blythe, L. Jean Camp & V. Garg, Targeted Risk Communication for Computer Security, 2011 International Conference on Intelligent User Interfaces, (Palo Alto, CA) 13—16 February 2011.
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